



Shared Prosperity Dignified Life



Economic and Social Commission for Western Asia

Buyer-Seller Meeting on Value Chain Development
Qab Elias, Bekaa, Lebanon, 14 July 2021

Agenda

Wednesday, 14 July 2021

13:00 – 13:10: Attendance & registration

13:10 – 13:45: ESCWA presentation on the meeting's purpose and objectives

Understanding the market (supply and demand)

13:45 – 14:45: Suggested topics for this session include:

- Identifying components of the food value chain (farmers, producers, wholesalers, retailers, and consumers)
- Identifying opportunities and challenges for producing dried products mainly Apples, Peaches, Tomatoes, Chilies and Beans
- Understanding the competition locally and internationally
- Identifying product specifications demanded in the market (size, quantity, price, organoleptic properties...)

14:45 – 15:00: *Coffee Break*

Discussing potential future collaborations to ensure successful value chains

15:00 – 15:45: Suggested topics for this session include:

- Identifying ways to access local and international markets
- Identifying means to create/increase demand for the concerned dried products
- Exploring potential support and funding opportunities for SMEs such as agro-food cooperatives
- Identifying follow up and guidance opportunities through extension service and incubators/accelerators

15:45 – 16:00: Filling evaluation forms and distribution of certificates to participants